

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 **DATE:** 10-23-2012 **PAGE:** 1 **of** 4

SHORR, JOHNSON, MAGNUS & PARTNERS, LLC - 22132

ATTN: MICHAEL D'ETTORE 1831 CHESTNUT STREET #602 PHILADEPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403151	10-22-2012	10-22-2012	1	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

	Agency	y Est#		CMS#	Sales Office	Account Executive	Start Date	End Date	,	Billing						F	Package	Contract Titl	е	
				246925	PHILADELPHIA	A A. CLIFFORD	10-23-2012	10-29-2012	2	M (Broad	dcas	st Mo	onth,	Су	cle 1)	N	246925		
Lin	e Start Da	ate E	End Date	Time Period		Description	_	F		Duration							SPW	Price	Tot Spots	Total \$
	10-23-20	012 1	0-26-2012	05:00AM - 06	: MA00:	MORNING NEWS 5A MO-FR	(6948)		8	30			2				8	1,000	8	8,000.00
2	10-29-20	012 1	0-29-2012	05:00AM - 06	: MA00:	MORNING NEWS 5A MO-FR	(6948)		9	30	2						2	1,000	2	2,000.00
;	10-23-20	012 1	0-26-2012	07:00AM - 09	: MA00:	MORNING NEWS GMA 7A N	IO-FR (6910)		9	30		3	3	3	3		12	1,500	12	18,000.00
	10-29-20	012 1	0-29-2012	07:00AM - 09	: MA00:	MORNING NEWS GMA 7A N	IO-FR (6910)		9	30	3						3	1,500	3	4,500.00
	10-23-20	012 1	0-26-2012	06:00AM - 07	: MA00:	MORNING NEWS 6A MO-FR	(6949)		8	30		2	2	2	2		8	2,000	8	16,000.00
	10-29-20	012 1	0-29-2012	06:00AM - 07	: MA00:	MORNING NEWS 6A MO-FR	(6949)		8	30	2						2	2,000	2	4,000.00
	10-23-20	012 1	0-26-2012	09:00AM - 10	: MA00:	DAYTIME 9-10A WEEKKDA	r (6912)		8	30		1	1	1	1		4	1,100	4	4,400.00
	10-29-20	012 1	0-29-2012	09:00AM - 10	: MA00:	DAYTIME 9-10A WEEKKDAY	r (6912)		8	30	1						1	1,100	1	1,100.00
	10-23-20	012 1	0-26-2012	10:00AM - 11	: MA00:	DAYTIME 10-11A WEEKDAY	' (6913)		8	30		1	1	1	1		4	1,100	4	4,400.00
10	10-29-20	012 1	0-29-2012	10:00AM - 11	: MA00:	DAYTIME 10-11A WEEKDAY	' (6913)		9	30	1						1	1,100	1	1,100.00
1.	10-23-20	012 1	0-26-2012	12:00PM - 12:	:30PM I	DAYTIME NOON NEWS WEI	EKDAY (6950)		9	30		1	1	1	1		4	1,400	4	5,600.00
1:	10-29-20	012 1	0-29-2012	12:00PM - 12	:30PM I	DAYTIME NOON NEWS WEI	EKDAY (6950)		9	30	1						1	1,400	1	1,400.00
1:	10-23-20	012 1	0-26-2012	11:00AM - 12	:00PM I	DAYTIME 11A-12P MO-FR (6	914)		8	30		1	1	1	1		4	1,600	4	6,400.00
14	10-29-20	012 1	0-29-2012	11:00AM - 12	:00PM I	DAYTIME 11A-12P MO-FR (6	914)		8	30	1						1	1,600	1	1,600.00
15	10-23-20	012 1	0-26-2012	04:00PM - 05	:00PM I	EARLY NEWS 4P MO-FR (72	239)		9	30		1	1	1	1		4	800	4	3,200.00



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403151	10-22-2012	10-22-2012	1	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

	Agency Est	#	CMS#	Sales Office	Account Executive	Start Date	End D		Billing						Packag	e Contract Titl	е	
			246925	PHILADELPHIA	A. CLIFFORD	10-23-2012	10-29-2		M (Broa						N	246925		
Line	Start Date	End Date	Time Period	De	escription			RC	Duration	М	T	W 7	ГΕ	S	SPV	V Price	Tot Spots	Total \$
16 1	10-29-2012	10-29-2012	04:00PM - 05:	00PM EA	ARLY NEWS 4P MO-FR (72	239)		9	30	1					1	800	1	800.00
17 1	10-23-2012	10-26-2012	06:00PM - 06:	30PM EA	ARLY NEWS 6P MO-FR (69	989)		9	30		1	1 1	1 1			3,000	4	12,000.00
		10 20 2012				,,		Ū			-	-				3,000	-	12,000.00
40	10 20 2012	10-29-2012	06:00PM - 06:	20DM = -	ADI V NEWS OF MOTO	2001		9	20	1					1	2 000		2 000 00
10	10-29-2012	10-29-2012	06:00PW - 06:	SUPIVI EF	ARLY NEWS 6P MO-FR (69	909)		9	30	1					1	3,000	1	3,000.00
19 1	10-27-2012	10-28-2012	06:00PM - 07:	30PM W	EEKEND NEWS SA-SU 6-7	730P (6990)		9	30					1 1	2	800	2	1,600.00
20 1	10-23-2012	10-26-2012	05:00PM - 06:	00PM EA	ARLY NEWS 5P MO-FR (6	988)		9	30		1	1 1	1 1		4	2,200	4	8,800.00
21 1	10-29-2012	10-29-2012	05:00PM - 06:	OOPM EA	ARLY NEWS 5P MO-FR (6	988)		9	30	1					1	2,200	1	2,200.00
-						,				-						_,	-	_,
22	10 22 2042	10-26-2012	07:00PM - 07:	20014 47	CCESS MO-FR JEOPARD	V (7062)		9	30		4		1 1			3,000		42 000 00
22	10-23-2012	10-26-2012	U7:00PIVI - U7:	30PW AC	CESS MO-FR JEOPARD	1 (7063)		9	30		1	1 1	1 1		4	3,000	4	12,000.00
23 1	10-29-2012	10-29-2012	07:00PM - 07:	30PM AC	CCESS MO-FR JEOPARD	Y (7063)		9	30	1					1	3,000	1	3,000.00
24 1	10-23-2012	10-26-2012	07:30PM - 08:	00PM AC	CCESS MO-FR WHEEL (7	064)		9	30		1	1 1	1 1		4	3,000	4	12,000.00
25 1	10-29-2012	10-29-2012	07:30PM - 08:	OOPM AC	CCESS MO-FR WHEEL (7	064)		9	30	1					1	3,000	1	3,000.00
						,				-						2,000	-	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
26	10 20 2012	10-29-2012	08:00PM - 10:	OODM DE	RIME MO8 (7008)			9	30	_						10,000		40,000,00
20	10-29-2012	10-29-2012	06:00PW - 10:	OUPIVI Pr	RIME MOS (7008)			9	30	1					1	10,000	1	10,000.00
27 1	10-24-2012	10-24-2012	09:00PM - 10:	00PM PF	RIME WE9 (7020)			8	30			1			1	12,000	1	12,000.00
28 1	10-24-2012	10-24-2012	10:00PM - 11:	00PM PF	RIME WE10 (7021)			8	30			1			1	10,000	1	10,000.00
					•													
29 1	10-25-2012	10-25-2012	09:00PM - 10:	00PM PF	RIME TH9 (7039)			9	30				1		1	10,000	1	10,000.00
			10.00 10.		(1.000)								•		'	10,000	'	. 5,555.56
20	10 20 2042	40 20 2042	00.00DM 40-	OODM DE	DIME CHO (7050)				20							E 000		E 000 00
30 1	10-28-2012	10-28-2012	09:00PM - 10:	OUPIN PR	RIME SU9 (7050)			9	30					1	1	5,000	1	5,000.00



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403151	10-22-2012	10-22-2012	1	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

PHIA A. CLIFFORD 10-23-2012 10-29-20 10	2012	Billing M (Broad Duration 30 30	M T	W	Т		S S	N SPW 6	Contract Title 246925 Price 3,200	Tot Spots 6	Total \$ 19,200.00
Description LATE NEWS MO-SU (6969) LATE NEWS MO-SU (6969) WEEKEND NWS 9-1030A SU (7057)	9 9	Duration 30 30	M T	W	Т	F S	SS	SPW 6	Price 3,200		19,200.00
LATE NEWS MO-SU (6969) LATE NEWS MO-SU (6969) WEEKEND NWS 9-1030A SU (7057)	9	30 30	1					6	3,200		19,200.00
LATE NEWS MO-SU (6969) WEEKEND NWS 9-1030A SU (7057)	9	30		'	•		•		•	1	,
WEEKEND NWS 9-1030A SU (7057)			1					1	3,200	1	3 200 00
, ,	8	30						1			3,200.00
WEEKEND NIME 44204 42D CH. INCIDE CTORY /2							1	1	900	1	900.00
WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30					1	1	550	1	550.00
WEEKEND SA-SU GMA (6911)	9	30				1	1	2	800	2	1,600.00
WEEKEND NWS 9-10A SA (10928)	9	30				1		1	600	1	600.00
PRIME TU8 (7014)	9	30	1					1	6,000	1	6,000.00
DAYTIME 3-4P MO-FR (7997)	9	30	1	1	1	1		4	700	4	2,800.00
MORNING NEWS 430-5AM MO-TH (7585)	9	30	1	1	1			3	250	3	750.00
MORNING NEWS 430-5AM SUN (8161)	9	30					1	1	250	1	250.00
PRIME TH8 (7038)	9	30			1			1	5,000	1	5,000.00
PRIME TH10 (7040)	9	30			1			1	6,000	1	6,000.00
PRIME FR9 (7043)	9	30				1		1	3,500	1	3,500.00
PRIME FR10 (7044)	9	30				1		1	3,500	1	3,500.00
PRIME SU7 (7048)	9	30					1	1	3,000	1	3,000.00
	WEEKEND SA-SU GMA (6911) WEEKEND NWS 9-10A SA (10928) PRIME TU8 (7014) DAYTIME 3-4P MO-FR (7997) MORNING NEWS 430-5AM MO-TH (7585) MORNING NEWS 430-5AM SUN (8161) PRIME TH8 (7038) PRIME TH10 (7040) PRIME FR9 (7043) PRIME FR10 (7044)	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 WEEKEND SA-SU GMA (6911) 9 WEEKEND NWS 9-10A SA (10928) 9 PRIME TU8 (7014) 9 DAYTIME 3-4P MO-FR (7997) 9 MORNING NEWS 430-5AM MO-TH (7585) 9 MORNING NEWS 430-5AM SUN (8161) 9 PRIME TH8 (7038) 9 PRIME TH10 (7040) 9 PRIME FR9 (7043) 9	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 WEEKEND SA-SU GMA (6911) 9 30 WEEKEND NWS 9-10A SA (10928) 9 30 PRIME TU8 (7014) 9 30 DAYTIME 3-4P MO-FR (7997) 9 30 MORNING NEWS 430-5AM MO-TH (7585) 9 30 MORNING NEWS 430-5AM SUN (8161) 9 30 PRIME TH8 (7038) 9 30 PRIME TH10 (7040) 9 30 PRIME FR9 (7043) 9 30 PRIME FR9 (7044) 9 30 PRIME FR10 (7044) 9 30	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 WEEKEND SA-SU GMA (6911) 9 30 WEEKEND NWS 9-10A SA (10928) 9 30 PRIME TU8 (7014) 9 30 1 DAYTIME 3-4P MO-FR (7997) 9 30 1 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 MORNING NEWS 430-5AM SUN (8161) 9 30 PRIME TH8 (7038) 9 30 PRIME TH10 (7040) 9 30 PRIME FR9 (7043) 9 30 PRIME FR9 (7044) 9 30 PRIME FR10 (7044) 9 30	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 WEEKEND SA-SU GMA (6911) 9 30 WEEKEND NWS 9-10A SA (10928) 9 30 PRIME TU8 (7014) 9 30 1 DAYTIME 3-4P MO-FR (7997) 9 30 1 1 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 1 MORNING NEWS 430-5AM SUN (8161) 9 30 PRIME TH8 (7038) 9 30 PRIME TH10 (7040) 9 30 PRIME FR9 (7043) 9 30 PRIME FR9 (7044) 9 30 PRIME FR10 (7044) 9 30	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 WEEKEND SA-SU GMA (6911) 9 30 WEEKEND NWS 9-10A SA (10928) 9 30 PRIME TU8 (7014) 9 30 1 1 1 1 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 1 1 1 MORNING NEWS 430-5AM SUN (8161) 9 30 PRIME TH8 (7038) 9 30 1 PRIME TH8 (7038) 9 30 1 PRIME TH10 (7040) 9 30 1 PRIME FR9 (7043) 9 30 PRIME FR10 (7044) 9 30	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 WEEKEND SA-SU GMA (6911) 9 30 1 WEEKEND NWS 9-10A SA (10928) 9 30 1 PRIME TU8 (7014) 9 30 1 DAYTIME 3-4P MO-FR (7997) 9 30 1 1 1 1 1 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 1 1 1 MORNING NEWS 430-5AM SUN (8161) 9 30 1 PRIME TH8 (7038) 9 30 1 PRIME TH10 (7040) 9 30 1 PRIME FR9 (7043) 9 30 1 PRIME FR10 (7044) 9 30 1	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 1 WEEKEND SA-SU GMA (6911) 9 30 1 1 WEEKEND NWS 9-10A SA (10928) 9 30 1 PRIME TU8 (7014) 9 30 1 DAYTIME 3-4P MO-FR (7997) 9 30 1 1 1 1 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 1 1 1 MORNING NEWS 430-5AM SUN (8161) 9 30 1 PRIME TH8 (7038) 9 30 1 PRIME TH10 (7040) 9 30 1 PRIME FR9 (7043) 9 30 1 PRIME FR10 (7044) 9 30 1	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 1 1 1 WEEKEND SA-SU GMA (6911) 9 30 1 1 2 WEEKEND NWS 9-10A SA (10928) 9 30 1 1 1 PRIME TU8 (7014) 9 30 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 1 1 550 WEEKEND SA-SU GMA (6911) 9 30 1 1 2 800 WEEKEND NWS 9-10A SA (10928) 9 30 1 1 600 PRIME TU8 (7014) 9 30 1 1 4 700 DAYTIME 3-4P MO-FR (7997) 9 30 1 1 1 4 700 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 1 3 250 MORNING NEWS 430-5AM SUN (8161) 9 30 1 1 5,000 PRIME TH8 (7038) 9 30 1 1 6,000 PRIME TH10 (7040) 9 30 1 1 3,500 PRIME FR9 (7043) 9 30 1 1 3,500	WEEKEND NWS 1130A-12P SU INSIDE STORY (7 9 30 1 1 550 1 WEEKEND SA-SU GMA (6911) 9 30 1 1 2 800 2 WEEKEND NWS 9-10A SA (10928) 9 30 1 1 600 1 PRIME TU8 (7014) 9 30 1 1 6,000 1 DAYTIME 3-4P MO-FR (7997) 9 30 1 1 4 700 4 MORNING NEWS 430-5AM MO-TH (7585) 9 30 1 1 3 250 3 MORNING NEWS 430-5AM SUN (8161) 9 30 1 1 250 1 PRIME TH8 (7038) 9 30 1 1 5,000 1 PRIME TH10 (7040) 9 30 1 1 6,000 1 PRIME FR9 (7043) 9 30 1 1 3,500 1 PRIME FR10 (7044) 9 30 1 1 3,500 1



TOTAL

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261,750.00

SHORR, JOHNSON, MAGNUS & PARTNERS, LLC - 22132

ATTN: MICHAEL D'ETTORE 1831 CHESTNUT STREET #602

PHILADEPHIA PA 19103

0.00

C				vision Dt F 22-2012		Advertiser CASEY FOR SE	NATE, BOB		Brand BOB CASEY FC	R SENA	ATE				duct LITIC	Code			Station/Market WPVI - PHILADELPHIA		
Agency Est#			#	CMS # Sales Office 246925 PHILADELPH			Account Executiv	ve	Start Date End I 10-23-2012 10-29-2								Package N	Contract Tit	itle		
L	ine	Start Date	End Date	Time Perio	od	D	escription				RC	Duration	МТ	W T	ΓЕ	SS	SPW	/ Price	Tot Spots	Total \$	
4	46	10-28-2012	10-28-2012	08:00PM	- 09:0	OPM P	RIME SU8 (7049)				9	30				1	1	6,000		6,000.00	
4	47	10-24-2012	10-26-2012	04:00PM	- 05:0	OOPM E	ARLY NEWS 4P M	O-FR (72	39)		9	30		1 1	l 1		3	800	3	2,400.00	
A	48	10-24-2012	10-26-2012	05:00PM	- 06:0	OOPM E	ARLY NEWS 5P N	/IO-FR (69	988)		9	30		1 1	l 1		3	2,200	3	6,600.00	
A	49	10-25-2012	10-26-2012	09:00AM	- 10:0	DOAM D	AYTIME 9-10A WE	EKKDAY	(6912)		8	30		1	1 1		2	1,100	2	2,200.00	
A	50	10-28-2012	10-28-2012	07:00AM	- 08:0	DOAM WAGO	EEKEND NWS 7-8	A SU (70	56)		8	30				1	1	600	1	600.00	
																	Contract	ed Gross Tota	al: 123	261,750.00	
																		ual Gross Tota cy Commissio Net Tota	n:	261,750.00 39,262.50 222,487.50	
	Mon	th/YR		Preem	pted		Made Good		Contract To	otal		A	djustme	ents				1101 101	A.1.	Actual Total	
	Oct	12			0.00		0.00		220,850	.00				0.00						220,850.00	
	Nov	12			0.00		0.00		40,900	.00				0.00						40,900.00	

261,750.00

0.00

0.00